

Signs

All Districts

Objective: Signs should be architecturally compatible with the style, composition, materials, colors and details of the building, and with other signs on nearby buildings. Signs should be an integral part of the building and site design.

Wall and projecting signs. Signs should be positioned so they are an integral design feature of the building, and to complement and enhance the building's architectural features. Signs should not obscure or destroy architectural details such as stone arches, glass transom panels, or decorative brickwork. Signs may be placed:

- In the horizontal lintel above the storefront windows;
- Within window glass, provided that no more than 25 percent of any individual window is obscured;
- Projecting from the building;
- As part of an awning;
- In areas where signs were historically attached.

Shape. Wall signs should generally be rectangular. In most cases, the edges of signs shall include a raised border that sets the sign apart from the building. Individual raised letters set onto the sign area surface are also preferred.

Projecting signs may be designed in a variety of shapes.



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Memo to Design Guidelines

Date: November 17, 2005
From: Jeff Sargent, City Planner
Re: Signs in Design Guideline Districts



The Design Guidelines indicate the following:

Illumination. *External illumination of signs is permitted by incandescent, metal halide or fluorescent light that emits a continuous white light. Light shall not shine directly onto the ground or adjacent buildings. Neon lights are permitted. Internally lit box signs and awning are not permitted, with the exception of theatre marquees. Variable electronic message signs are not permitted, with the exception of existing time/temperature signs.*

After reviewing this design guideline, and pertaining to internally lit box signs, it was determined between Jeff Sargent and Bob Streetar, that internally lit box signs shall not include any of the following:

1. Internally lit channel letters
2. Back lit channel letters
3. Halo-lit letters

The design guidelines pertain to, and would not permit, internally lit box signs, message board signs and internally lit monument or pylon signs.

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Colors. Sign colors shall be compatible with the building façade to which the sign is attached. No more than three colors should be used per sign, unless part of an illustration. To ensure the legibility of the sign, a high degree of contrast between the background and letters is preferable. A combination of soft/neutral shades and dark/rich shades (see Building Colors standard) are encouraged.

Materials. Sign materials should be consistent or compatible with the original construction materials and architectural style of the building facade on which they are to be displayed. Natural materials such as wood and metal are more appropriate than plastic. Neon signs may be appropriate for windows.

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Free-standing signs. Ground or monument signs are encouraged rather than pylon signs. Sign materials, colors and architectural detailing should be similar to those of the principal building. The area around the base of the sign should be landscaped.

